Client Media Kit for NASA

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Client Profile: NASA

The organization I am going to be using as my client will be NASA. NASA's offices are spread out but the headquarters for this organization are located in Washington, D.C. NASA is involved in the aerospace industry, doing operations that educate us on our planet and space exploration. NASA's competitors include SpaceX, United Launch Alliance, China National Space Administration, Blue Origin, and the European Space Agency.

NASA's mission is to explore space, develop aerospace technology, and discover how the universe operates and what else might be out there! Their general mission statement is to "Explore the unknown in air and space, inspire and serve America, and benefit the quality of life on Earth." (NASA). This organization was founded on July 29, 1958 with a vision to show humans what potential the unknown holds past what we call home on Earth. After receiving President Eisenhower's signature of approval and opening for business on October 1 of 1958, NASA embarked on signifying their values as scientific advancements, creating jobs, teamwork, safety, and broadening horizons for the generations to come.

NASA typically uses radio waves to convey messages to others and the extensions of their headquarters. When operating in space, electromagnetic waves on a spectrum are what is used to relay messages back to ground control from outside of our atmosphere. The main channel NASA uses to communicate is the Deep Space Network which provides radar messages about our observations we make in outer space. After receiving information from DSN, the majority of

their social media channels are then updated with discoveries. The social media channels that are most prominent for spreading knowledge in regards to NASA's discoveries include Instagram, X, YouTube, and Facebook.

There are 3 prominent issues that can occur within large corporations because of the sizing, secretiveness of projects, and understanding the qualifications of morally right research. As I analyze these within NASA, I classify them as a business, regulatory, and social issue. A business issue being within the finances or logistics of the company's structure. A regulatory issue is anything that struggles to be managed properly, not on purpose by the company but possibly employees within or outside sources. A social issue revolving around what the public thinks about any projects happening within the company.

A main business issue that NASA is dealing with is financial defunding. A main regulatory issue that NASA is handling is confidentiality. A main social issue that NASA is currently experiencing is practicing space exploration within ethical boundaries.

NASA experiences a lot of hate in the aspect of "Why are we spending so much money on exploring areas of the universe that we will never see?". Some people believe that the money devoted towards NASA could be spent solving problems we have on Earth like world hunger, healthcare, climate change, and poverty. With that being said, some see us prioritizing NASA funding as a waste of taxpayers' money and holds the potential of causing geopolitical problems if this industry becomes militarized.

Confidentiality is so crucial to what NASA does because of the sensitive data that is being shared. Lots of the technology being used is new and cutting edge, which we want our advancements to be secretive so that our national security is tight. While conducting space

missions, astronauts have to give any bit of medical data they have, which employees within NASA would not leak in order to give their astronauts privacy.

Some are concerned about the ethical technicalities of space exploration due to the concern of other microorganisms in our universe. For example, if we find organisms on the moon, and do not practice ethical care, we could risk transferring bad DNA to Earth and could cause contamination for humans on our planet.

NASA handles the issue of defunding by gaining the support of other organizations which helps donate money towards exploration. The Planetary Society and congress have always stood by NASA and agree that funding should be given. Just last year, NASA had the support from congress to restore a bill giving $9 billion towards space exploration and finishing current space missions. NASA deals with this by working directly with Congress in order to show them what needs have to be met to continue their missions. I would say they are doing well, due to recent evidence of their fiscal budget increasing by 1.2% from last year. (Society 2024).

NASA handles the issue of confidentiality by conducting full blown investigations at all departments when any sensitive information is leaked. It begins by finding where the leak came from, how they can become stricter, and also ensure that media sources do not spin these data breaches into bad headliners that promote negative spread of information. (NASA 2024)

NASA handles the issue of ethical practices by ensuring what they do to collect this data is done in the proper manner. Like when collecting certain microorganisms or transferring biology, that is done safely. The main concern for this is possibly spreading certain microorganisms that could be harmful to humans or other organisms on Earth. (National 2018)

The problem I am choosing is their business issue of the constant battle for funding. I think something that NASA could do in order to receive more positive feedback and support is by creating a communications campaign that broadcasts the importance of what NASA is doing. If they could relay the message of space exploration in a creative light, that broadens people's knowledge of what the universe is and its potential benefits. I chose this as something the organization can do because I feel like it is the best way to spread information to a large audience. I hope hosting this campaign will allow for there to be more donors towards NASA and they will gain traction. I believe space exploration is extremely important and fascinating, and would hate to see it to continue to receive hate.

The clear communications objective that is connected to this campaign is showing people the wonders of the universe and how much we can learn about our planet by continuing to give funding to NASA. I am trying to broadcast new achievements to the scientific community, while also keeping the general public entertained and informed.

Client profile references:

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Tuesday, February 18, 2025

To: NASA Shared Services Center

From: Sophia Garsik

Subject: Campaign Brainstorming

Defunding is something we experience as an ongoing problem every day. I propose we create a digital campaign broadcasting why space exploration is so crucial to the survival of mankind. The focus of this campaign will be directed towards global warming and what data we are collecting to prove this. It is important we share with the world our research and let everyone know why what we do is affecting us directly. The reason why we are advocating so immensely for the spread of our researched knowledge, is to help NASA stop losing funding!

In order to spread awareness, I want to create a graphic that explains our research in a way everyone can understand. For lack of better words, essentially "A space guide for dummies" pamphlet that showcases the explorations and their importance. This could be a fun way to educate the public in a manner that is easy to understand, and In the beginning of the campaign, we can show off our most recent explorations and best discoveries. With doing this, hopefully it will draw attention and allow our audience to continue to be intrigued. To create a sense of urgency, we can also talk about what happens when we stop space exploration. By not researching our planet and species, we lose sight of the future and things that need to be technologically advanced. Our goal should be to show what will happen if we are defunded, in hopes of opening up the public's eyes to the importance of our work.

To further discuss this campaign, I will be having a meeting in conference room 123 this coming Friday, February 21st 2025, at 2:00PM EST. During this meeting we will hit the main three important points to this campaign. Those points being the importance of space exploration, possible campaign materials, and increasing funding tactics!

New Air & Societal Awareness: NASA's newest attempt to broadcast information about the importance of saving our atmosphere

WASHINGTON, D.C., MARCH 18, 2025 (SJGNewsProduction.com)- Today, marks the beginning of NASA's new campaign for gaining more funding and traction towards exploring our planet and universe. Space exploration is so important when it comes to discovering what ways we can preserve our planet and what we can learn about the expansiveness of matter.

The campaign is going to be highlighting the key changes we need to make as a community in an effort to save our planet and what needs to be done. What you should expect from this campaign is hands-on learning activities and creative courses that will allow educators, parents, friends, and family to all connect and educate themselves together.

Pop up events will be hosted at universities across the United States where our scientists will be able to conduct experiments, specifically showing the irreversible damage we contribute to the planet. With that being said, they will also be launching a new website to help digitally spread their message amongst people who may not be able to attend in person.

Brittany Brown, director of Digital Communications, says "We want these resources to be accessible to everyone to ensure that everyone is aware of the severity of this issue we are bringing light to. We must save our planet and that is only going to happen through the help of our nation."

The main goal of this is to help show people why NASA is so crucial to saving our atmosphere and that funding is what is needed to run experiments, try new projects, and further our technological advancements. NASA stands for National Aeronautics and Space Administration, but it also means to us: New Air & Societal Awareness.

Derek Wang, director of communications for Nasa's Space Technology Mission Directorate says "Our mission is to continue space exploration for as long as we can. We want the human race to be involved in these revolutionary discoveries."

NASA is the United States government company that holds responsibility for the space program and aeronautics research. NASA stands for National Aeronautics and Space Administration, in which their mission is to promote technological advancements and aerospace exploration. With this company's main focus being astrophysics, earth science, and advanced technical research, they lead the country amongst fierce competitors to push the boundaries of aerospace knowledge. For more information, visit www.nasa.gov.

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Lights camera… NASA! How NASA changed the dynamic of photography for everyone

NASA has over 6,300 patents on any kind of invention that you can imagine. From cordless vacuums to everyday eyewear, NASA has designed it. We all enjoy FaceTiming our friends and posting online but only have that capability because of an invention created in a NASA laboratory that altered the world of capturing images, was the cell phone camera.

Everyday when you go outside, 99% of people are going to have some sort of cellular device in hand. Whether it is Android, Apple, Galaxy, Google, you name it, there are hundreds of types of cellphones on the market. One of the most convenient features of having a cellphone is its ability to have a camera functionality.

The first cellphone to ever go on the market was Motorola's DynaTAC 800x. According to History Cooperative, the dimensions were 9.1 x 5.1 x 1.8 in, weighed roughly 4.4 lb., and its full amount of charge would give you 10 hours and 30 minutes to speak to anyone on this device. The only functionality on this device was mobile phone calls, but in 1973, this was a huge scientific development for the world of communication.

When the Motorola DynaTAC 800X was released, about 1,200 people were able to test them out. In that time, everyone had landline telephones, about 90% of American households, according to Mobile Phone Museum. So, giving everyone the option to possibly have mobile communication, without having to be attached to a line, was beyond exciting.

When NASA heard about this discovery, Eugene Lally decided in 1965 that he would become the first man to figure out the secret to mobile photography to capture things in outer space. He discovered that by converting photons to electrons, you create a signal that turns these electrons into a digital image. It was crucial that astronauts were able to capture astronomy outside of Earth, so this invention changed everything.

After hearing about this discovery, Eric Fossum took to this idea and began creating prototypes for cellphone cameras in NASA's Jet Propulsion Laboratory. As quoted from NASA spinoff, Eric stated that many other scientists doubted him by saying "he was stupid for working on this" and his friends would doubt him too for what they thought was a waste of time.

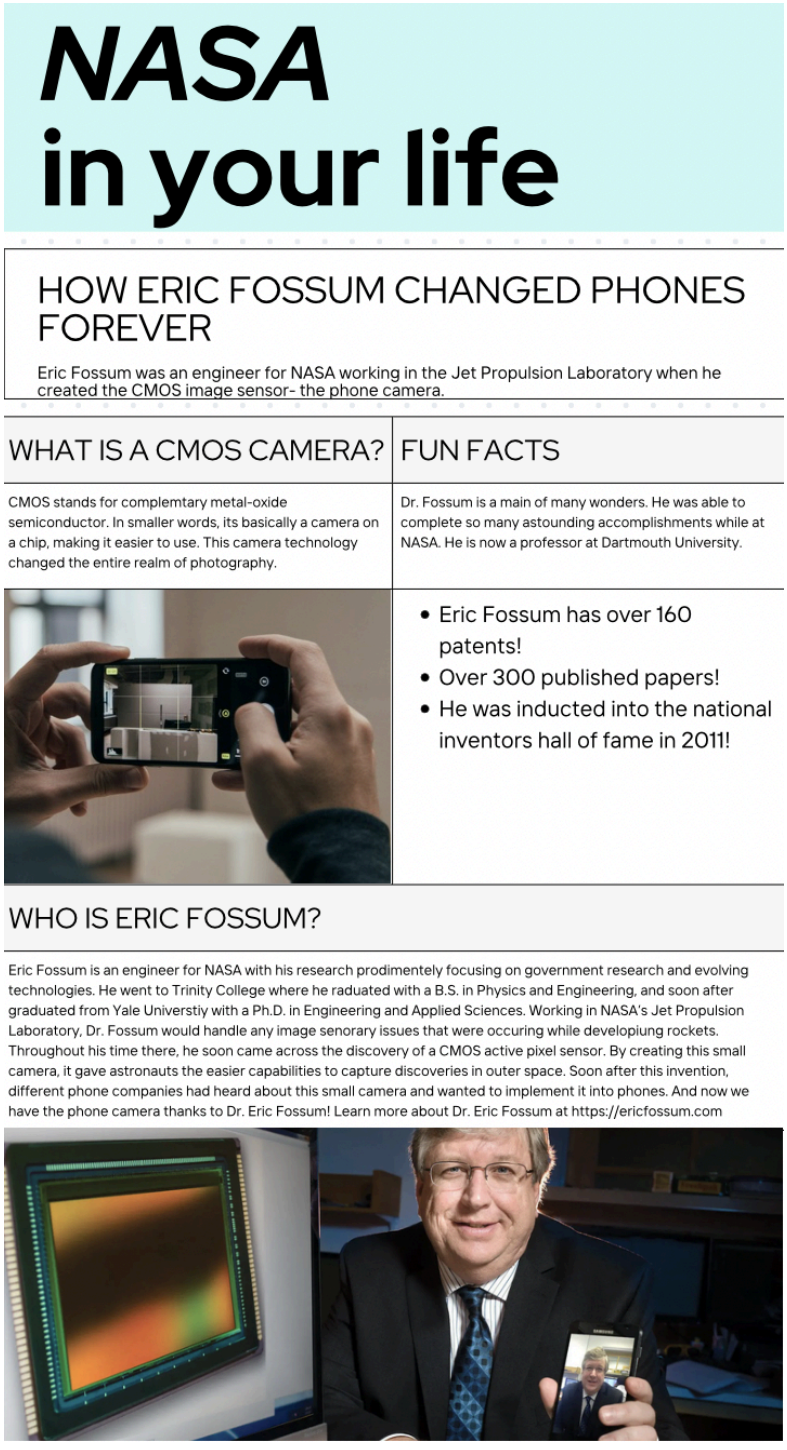
In 1993, Eric Fossum and NASA announced that the first ever CMOS active-pixel image sensor, was produced. In the Jet Propulsion Laboratory, he discovered how to compact active pixel image sensors, like what Eugene had discovered, and turned that into a camera that would fit inside of a phone. By creating this invention, it revolutionized mobile phones and digital handheld photography.

In an article written by Max Woolf in PhotoAiD, he mentions that as of March 9, 2025, 92.5% of all photos on the internet are captured on a smartphone. Eric Fossum and NASA truly changed life for so many people. This invention gave everyone the opportunity to capture the world around them.

With social media booming as well, mobile digital photo capturing is something that is constantly evolving with time. From new editing platforms to social media app debuts, the age of mobile phone photography is just beginning.

Media Kit Additions:

1. For my first media kit addition, I decided on an infographic to be along with my feature story about Eric Fossun. I thought showcasing his work in an infographic would be a nice touch to add to the feature story, and would allow for a good visual for my audience to also take away from.



2. The second media kit addition I decided to create was an instagram post. I wanted to create a post that was similar to something that NASA would make. I chose to do this to give myself practice towards being creative and drafting media content.